

Bill Blaziek,
General Manager



The El Paso Convention & Visitors Bureau and the El Paso Convention & Performing Arts Center strive to strengthen the economy of greater El Paso by attracting visitors to the area.

Through the implementation of an aggressive advertising campaign ("Do Texas Different"), the El Paso Convention & Visitors Bureau continues to focus its efforts on positioning El Paso as the premiere destination in the Southwest.

The El Paso Convention & Performing Arts Center markets and operates all of the city-owned performing arts venues and event facilities and aggressively works toward optimizing the awareness and attendance in all of the facilities.

DIVISIONS /CORE SERVICES:

- El Paso Convention & Visitors Bureau
- El Paso Convention & Performing Arts Centers (Judson F. Williams Convention Center, Abraham Chavez Theatre, Plaza Theatre Performing Arts Centre, McKelligon Canyon Amphitheatre & Pavilion)
- El Paso Film Commission
- Convention and tourism development
- Marketing and operation of the El Paso Convention & Performing Arts Centers
- Positioning El Paso as the premiere film location in the Southwest

ACHIEVEMENTS FY05

Continued to position El Paso as a cultural leader by setting standards of cooperation and partnerships between the arts, heritage and hospitality industries.

- Optimized awareness and attendance in all performing arts venues and event facilities. Over 109,000 individuals enjoyed theatre events at the Abraham Chavez Theatre. El Paso Convention & Performing Arts Center recorded near record high revenues of \$1.9 million with an attendance in excess of 500,000 attendees.
- The Bureau operates three Visitor Information Centers. Over 53,000 visitors and tourists were assisted at the various Information Centers, a 20% increase over the previous year.
- The El Paso Convention & Performing Arts Center was awarded the honor of managing the operation of the majestic McKelligon Canyon Amphitheatre & Pavilion. The facility underwent a multi-million dollar renovation.
- The Bureau's website (visitelpaso.com) was redesigned to provide visitors a more user-friendly site with more interactive menus and a broader range of information. The website was also recognized by the Texas Association of Convention & Visitors Bureaus as the People's Choice Award winner for 2005 over all other tourism websites in the state.

